



NEW BELGIUM BREWING COMPANY

OUR SUSTAINABLE BUSINESS STORY

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GREEN IS GOOD FOR BUSINESS CONFERENCE

COLUMBIA, SOUTH CAROLINA
2010



SUSTAINABILITY

:

What does this

Humanity living
equitably within the
means of nature.

-Mathis Wackernagel and William Rees (1996)



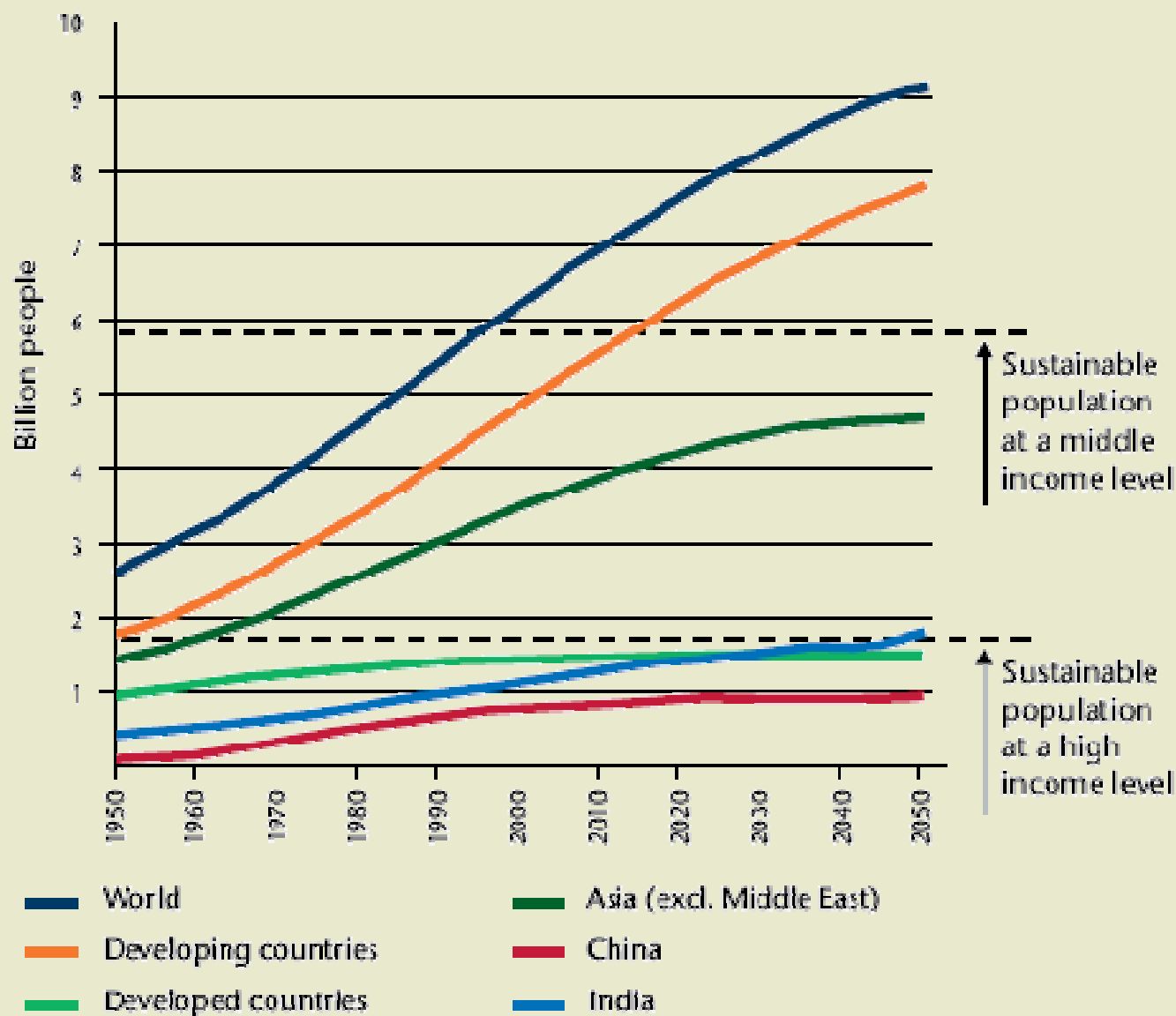
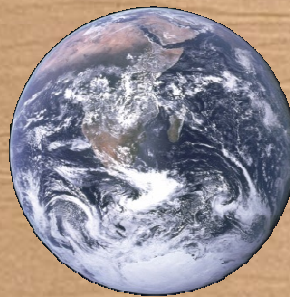
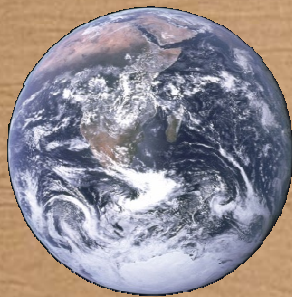
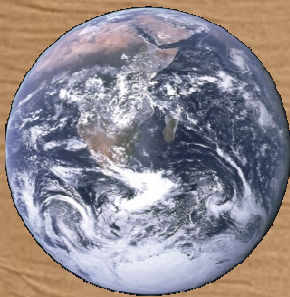


Figure 1: World population is projected to reach 9 billion by 2050; unsustainable at a middle income level (global average).

Source: World Resources Institute (WRI)/Earthtrends, 2008.⁶

**If everybody lived like an American,
we would need 5 planets...**



1 2 109° 3 4 5 109° 6 7 8 107° 9 10 11 106° 12 13 14 105° 15 16 17 104° 18 19 20 103° 21

PEDAL ON OVER TO
FOLLOW YOUR FOLLY.COM

employees owned company

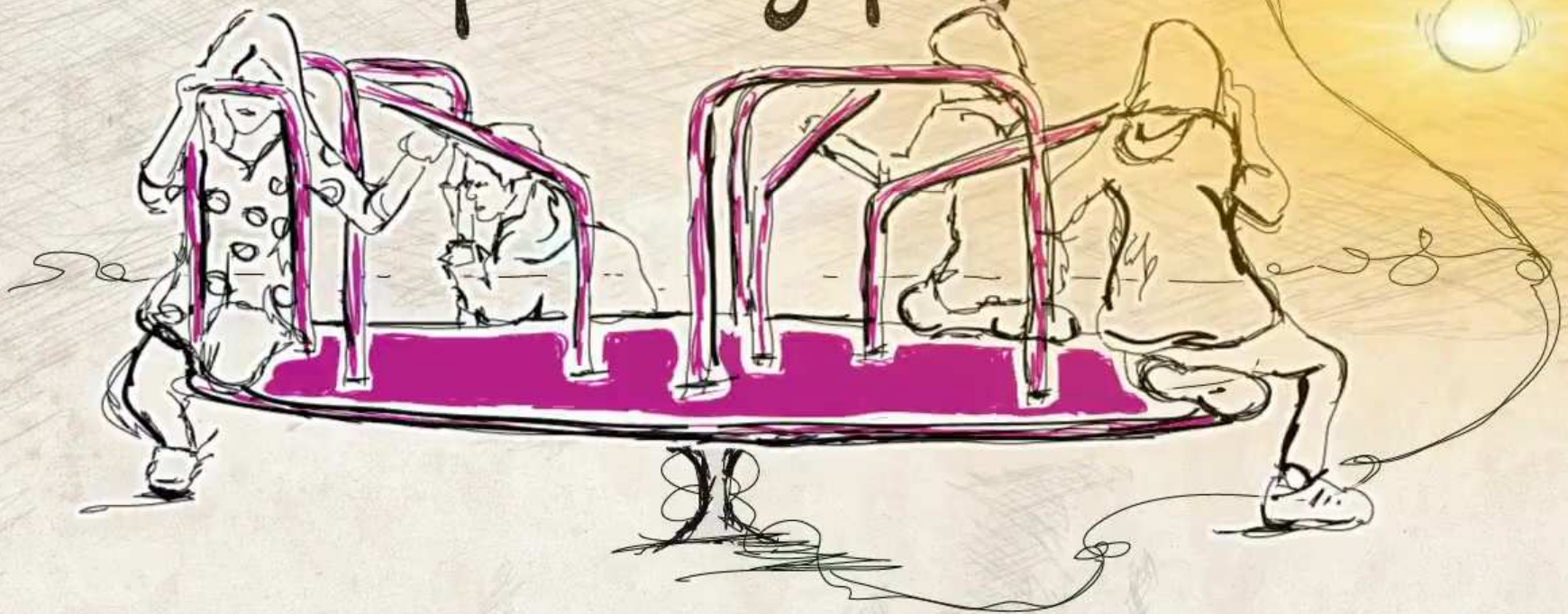
on site water treatment

Fort Collins, Colorado

we depend on our locals



What's life like when it's
powered by play?





If it's not fun,
it's not sustainable.

Guy Dauncey
Earthfuture.com

Make Ripples





Sustainable Business Role Model

WHY?



sustainable business
role model

PEOPLE **PLANET** **PROFITS**

1991

1. Make world-class beers, focused on Belgian styles
2. Be environmental stewards
3. Promote beer culture
4. Have fun



Company Core Values and Beliefs

Remembering that we are incredibly lucky to create something fine that enhances people's lives while surpassing our consumers' expectations.

Producing world-class beers.

Promoting beer culture and the responsible enjoyment of beer.

Kindling social, environmental and cultural change as a business role model.

Environmental stewardship: Honoring nature at every turn of the business.

Cultivating potential through learning, high involvement culture, and the pursuit of opportunities.

Balancing the myriad needs of the company, our co-workers and their families.

Trusting each other and committing to authentic relationships and communications.

Continuous, innovative quality and efficiency improvements.

Having Fun.

Rocky Mountain National Park



SUSTAINABLE BUSINESS ROLE MODEL

HOW?





Sustainability Management System (SMS)

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100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

**Companies addressing
Sustainability**

**Companies involving
coworkers in
Sustainability**



衆瞽
摸象之圖





335
COWORKERS

5.5%
TURNOVER

FOR CONTINUATION OF REPORTS SEE PAGE 11

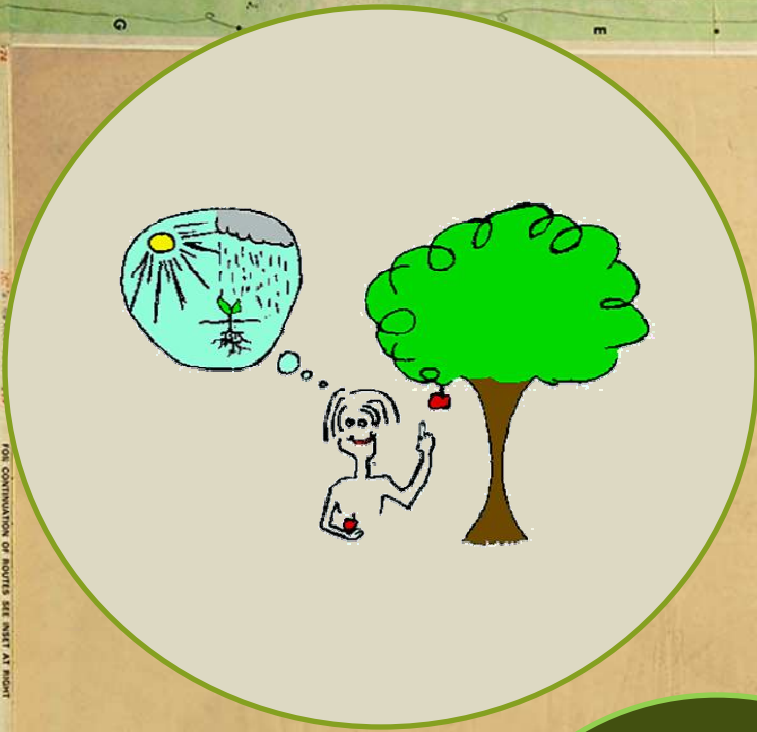
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Sustainabillies






Sustainability

INreach



sustainable business
role model

PEOPLE **PLANET** **PROFITS**



Stewarding our Natural Resources

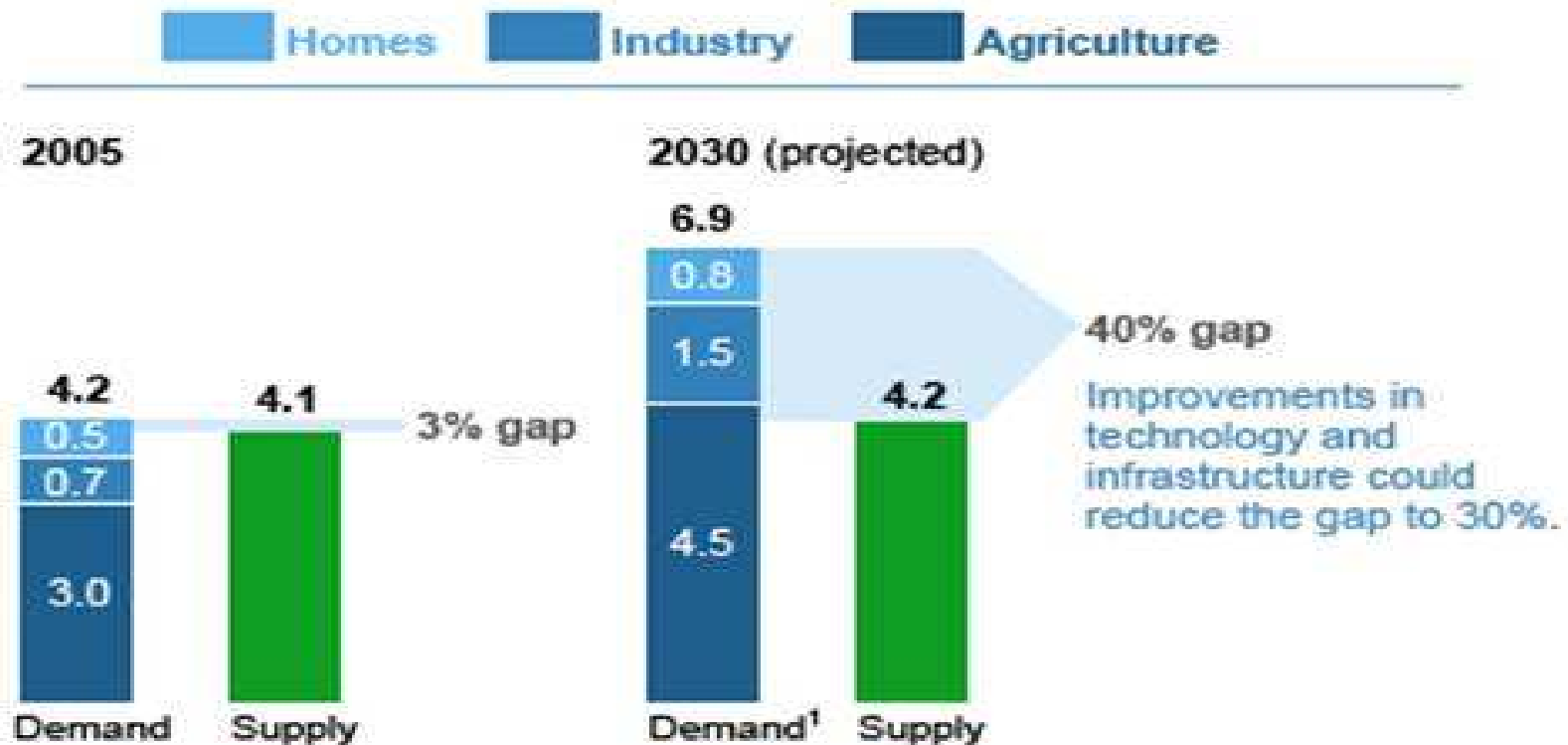
Water Stewardship

Closing Loops :::: Eliminating Waste

Carbon Footprint :::: Fossil Fuel Consumption

The Water Imperative

Global water supply, trillion cubic meters



¹Figures do not sum to total, because of rounding.

McKinsey & Company, 2009.



9
river

10

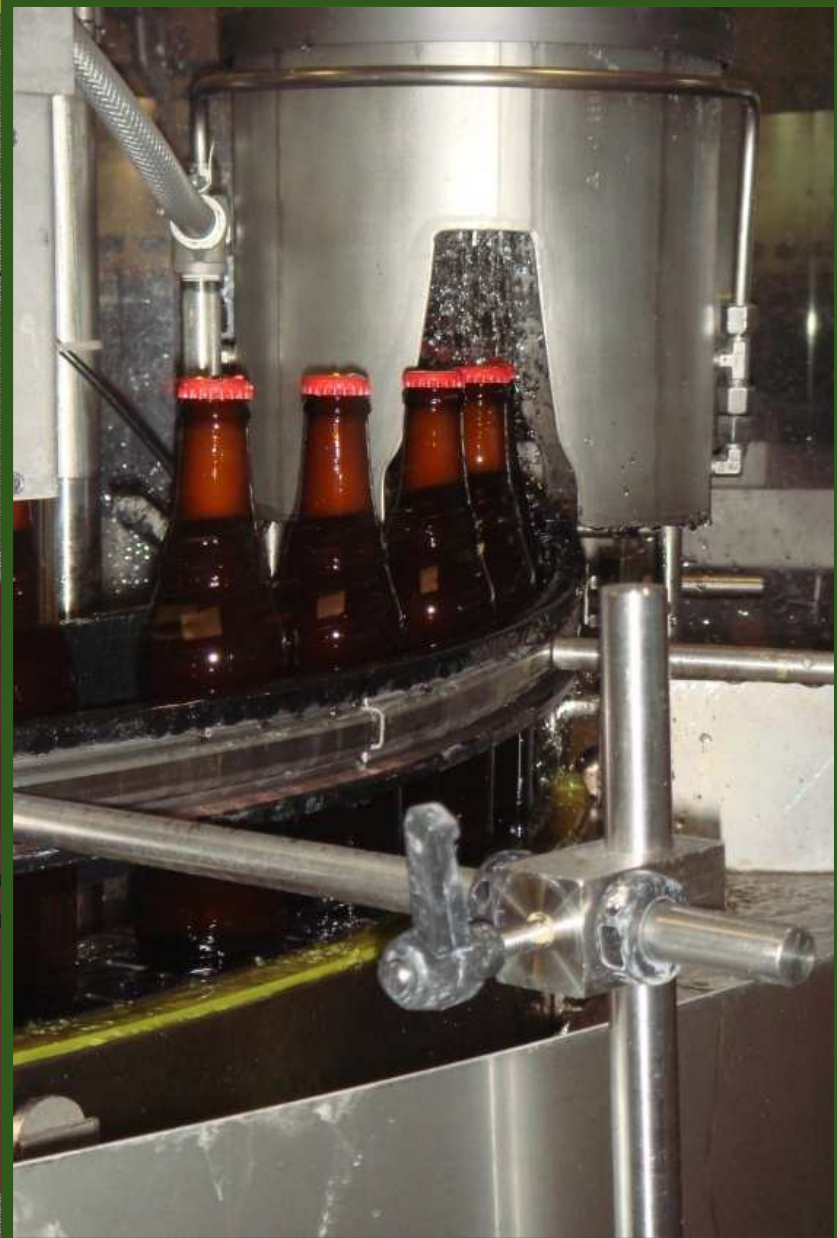
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Re-thinking Water Use





Brown water has taken a toll and here it is all at the Colorado River Delta. Photo: Jeffery M. Johnson. © 2008 New Belgium Brewing Company.

Save
the
Colorado



For more information, please visit:
www.savethecolorado.org
From The Source To The Sea

Mission: As a philanthropic partnership, the Save the Colorado River campaign works to protect and restore the ecological health of the Colorado River by raising public awareness and supporting non-profit environmental organizations.

What You Can Do:

- ☐ Personally commit to using less water in your daily life.
- ☐ Educate yourself about the threats to the Colorado River by visiting SaveTheColorado.org.
- ☐ Get involved with your local government and environmental groups to support water conservation and restoration of your watershed.

2010-2012

SaveTheColorado.org

\$500,000

- Raise public awareness
- Promote conservation
- Ecological health



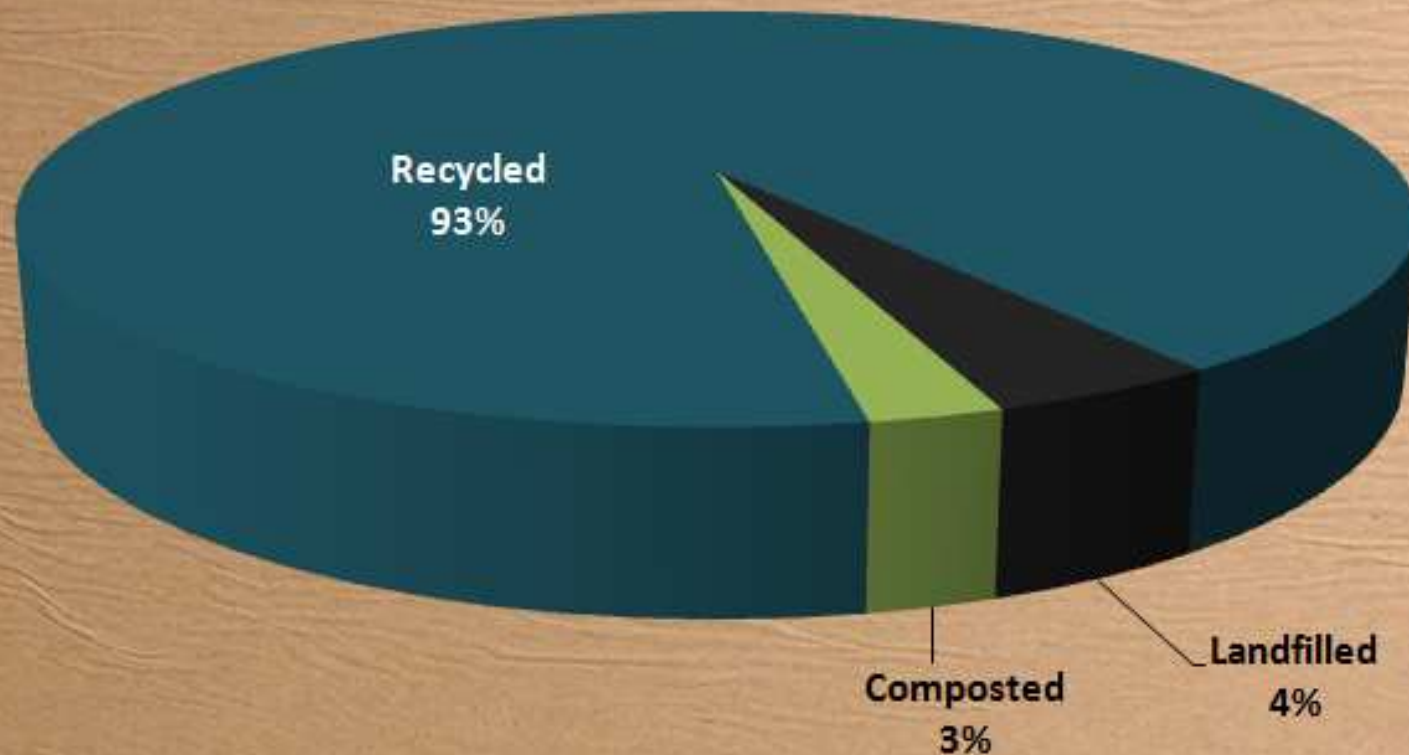
A large, thick, green circular arrow with a black outline, forming a continuous loop. The arrow starts at the top, curves down the right side, and curves back up the left side, pointing downwards at the bottom.

**Waste
as
Resource**

New Belgium Brewing Co.

2009 Waste Diversion

(sans Spent Grain & Sludge) = 95.6%



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
REGALION OVER TO FOLLOW YOUR FOLLY.COM					Simplifies record keeping on site water treatment					Fort Collins, Colorado we depend on our locals					NEW BELGIUM BREWING					

New Belgium Brewing Co.

2009 Waste Diversion = 99.9%

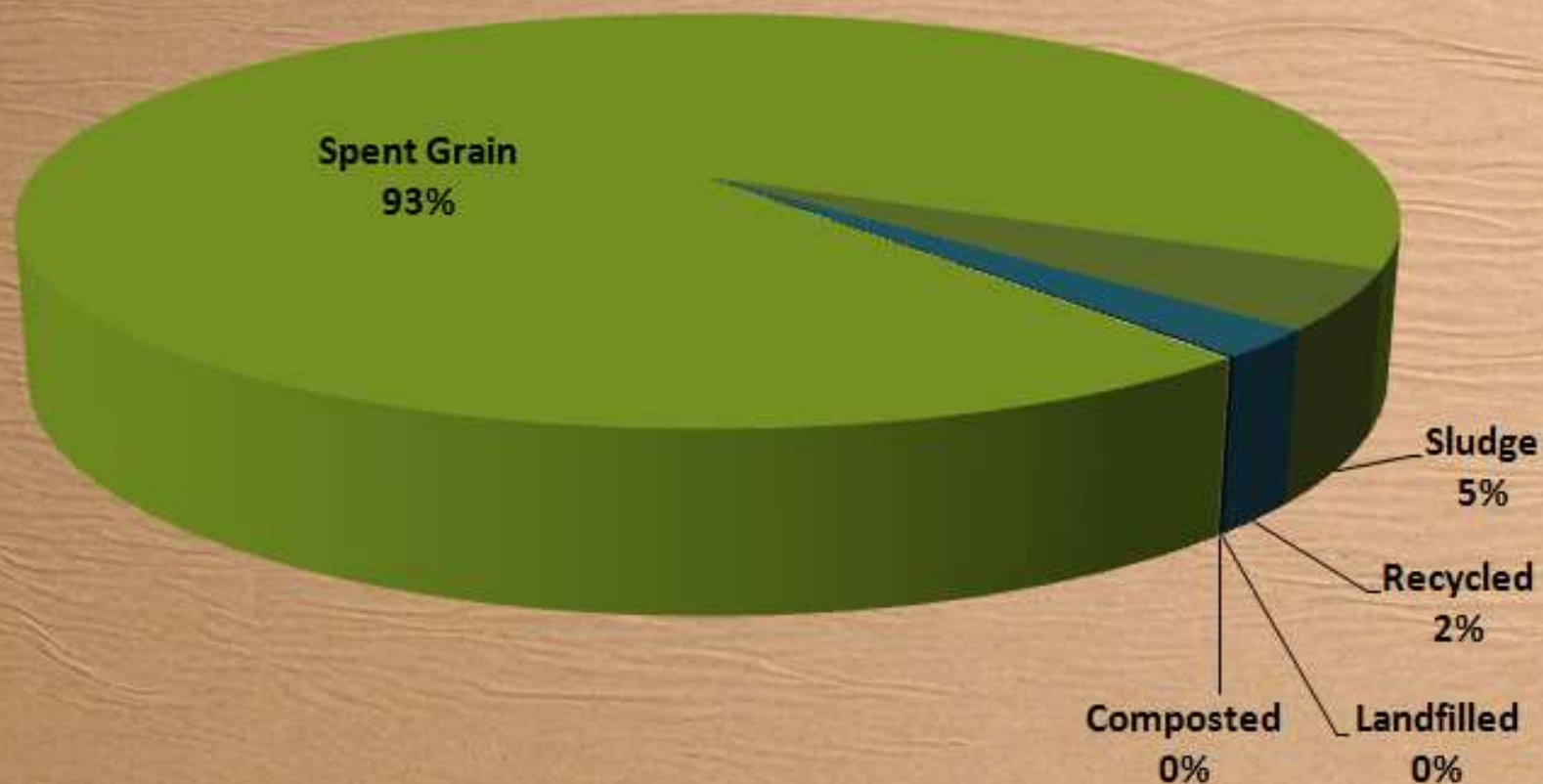
Waste Category	Percentage
Spent Grain	93%
Sludge	5%
Recycled	2%
Composted	0%
Landfilled	0%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

REGALION OVER TO FOLLOW YOUR FOLLY.COM

employees around company on site water treatment

Fort Collins, Colorado we depend on our locals





COMINGLED

YES

- Aluminum
- Plastics #1-7

NO

- Plastic Bags - Plastic bags
- Plastics w/o #1-7
- Drink Boxes & Paper Cups
- Corn Cobs - if in recycling bin

GLASS

YES

- Green, Brown, Clear, Blue Glass

NO

- Pyrex
- Mirrors
- Crystal
- Ceramics
- Paint & Waxes

PLASTIC BAGS

YES

- Grocery Bags
- Dry Cleaning Bags
- Newspaper wrappers

NO

- Slimmy Bags
- Stretch Wrap
- Thickened compact

PAPER

YES

- Newspaper
- Office paper
- Junk mail
- Magazines

NO

- Brown Paper Towels - compost
- Phone Books - recycling center

COMPOST

YES

- Veggies/Fruits/Bran
- Brown Paper Towels
- Coffee Grinds
- Teabags
- Egg shells
- Meats
- Corn Cobs (PLA) - if in recycling bin

NO

- Bones

LANDFILL

COMINGLED

GLASS

PLASTIC BAGS

PAPER

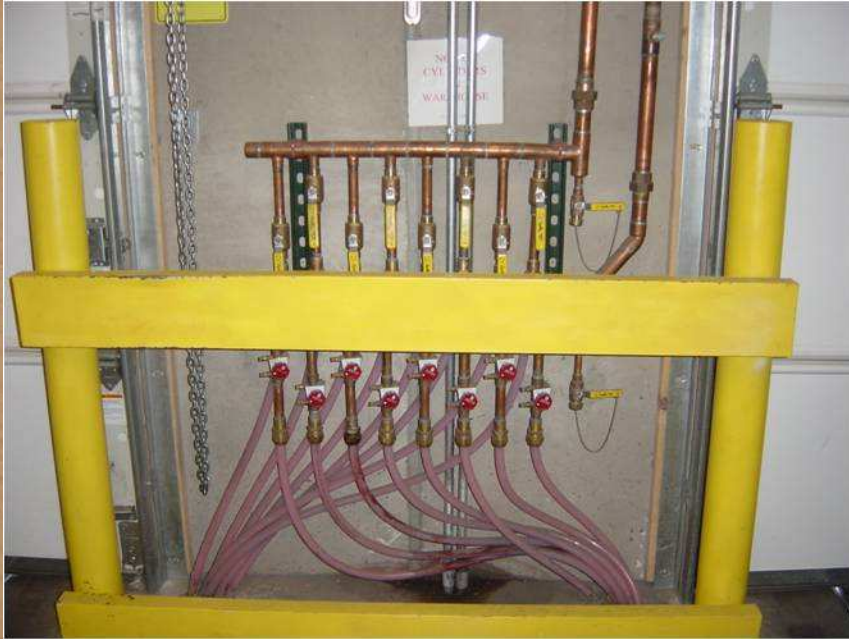
COMPOST

CARDBOARD

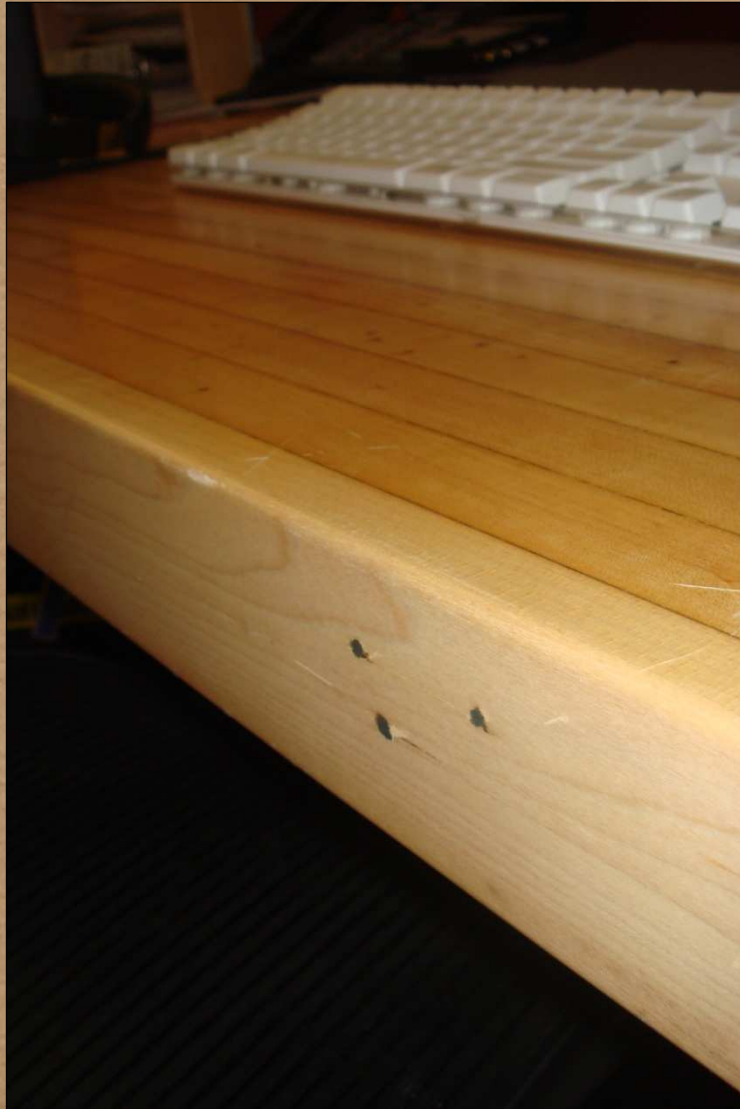
Brown Bottle Recycling



Glycol lines running under loading dock to melt snow



Bowling Lane Desk Tops

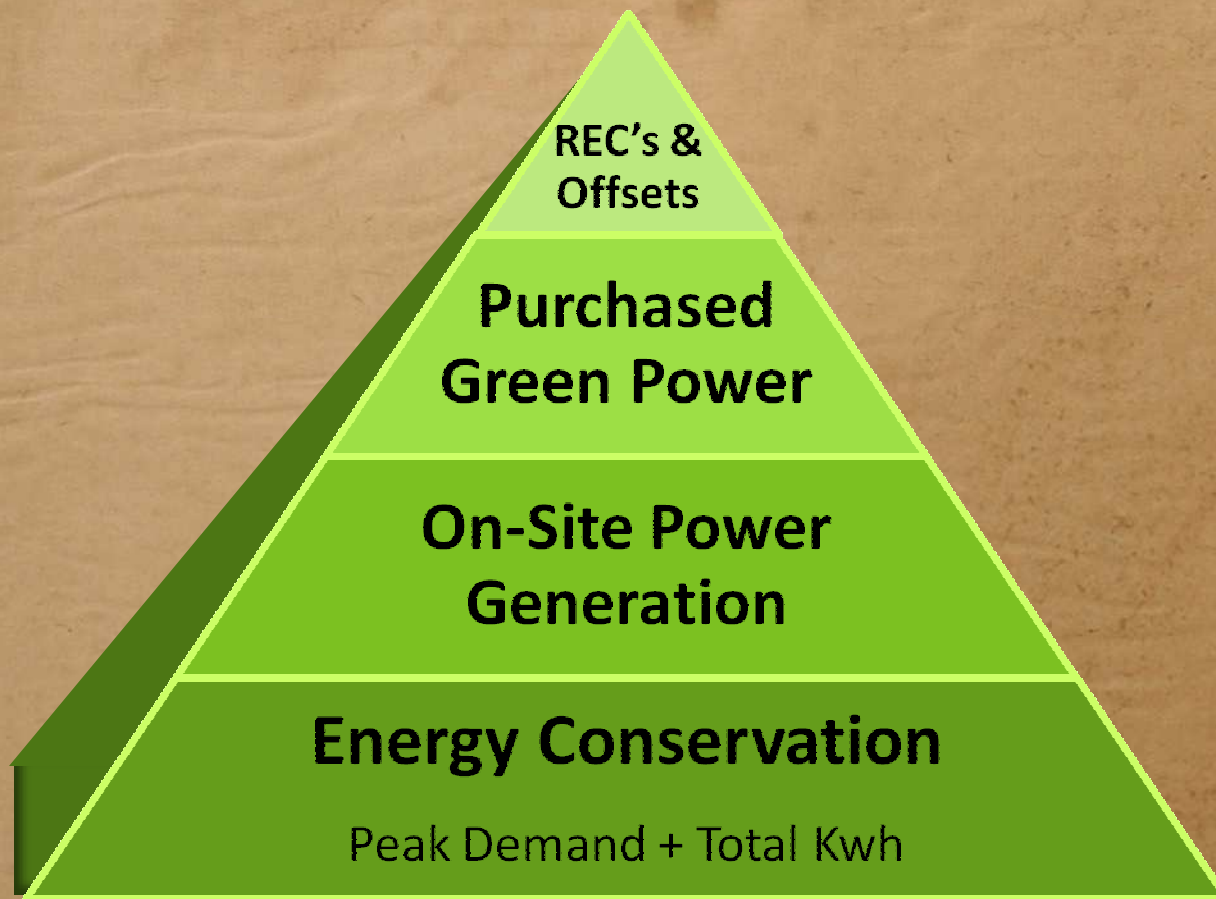


Carpet roll legs



NEW BELGIUM® *Wind Powered & Employee Owned*

Energy Philosophy





NEW BELGIUM® *Wind Powered & Employee Owned*

Light Shelves

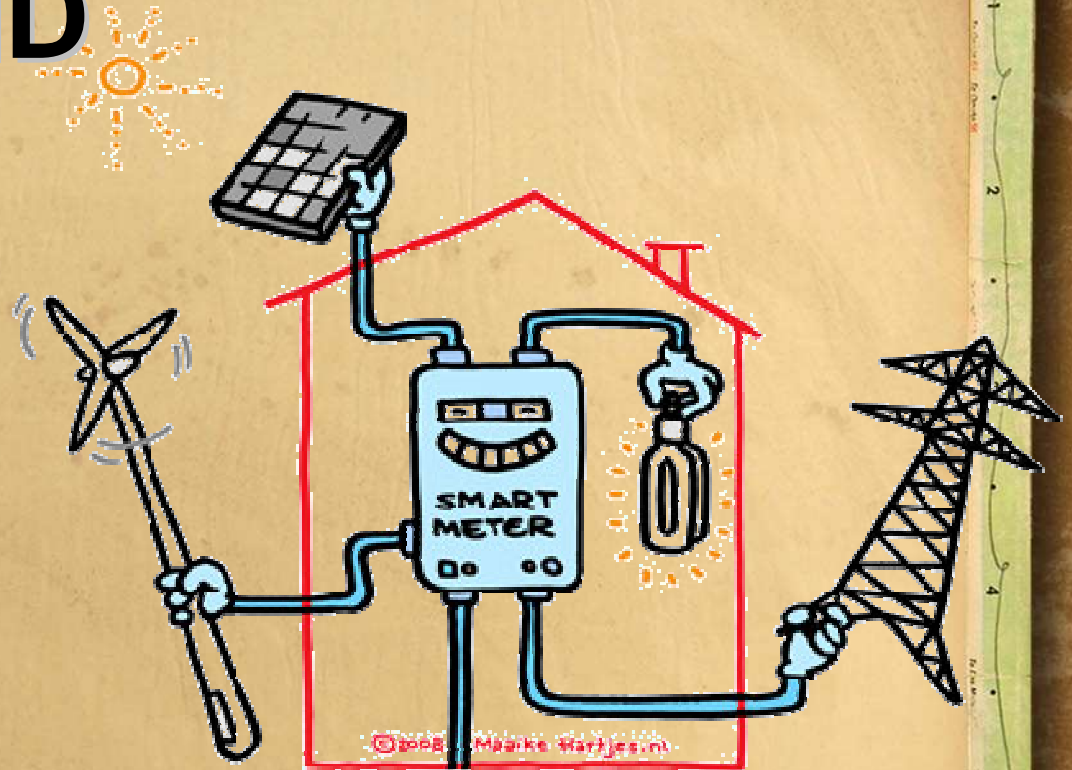


Light Tubes



SMART GRID

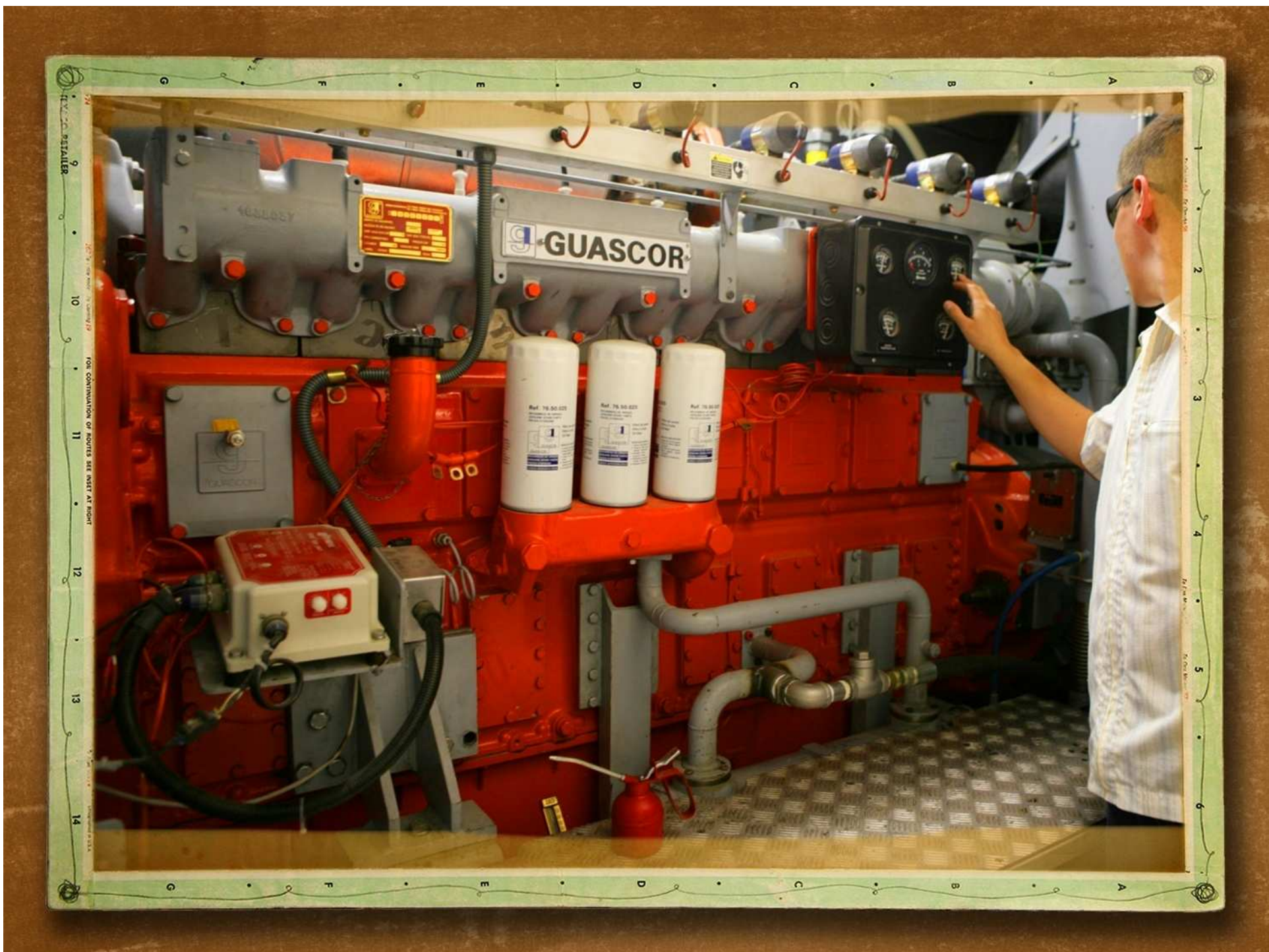
A smart grid delivers electricity from suppliers to consumers using digital technology to save energy, reduce cost and increase reliability.











FORT ZED

Solar array on Packaging Hall

- Largest privately owned array in Colorado
- 200 kW
- 263,790 kWh/yr
- 3% of total ELECTRICITY





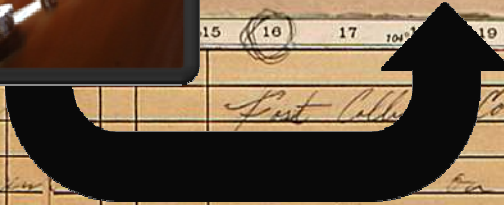
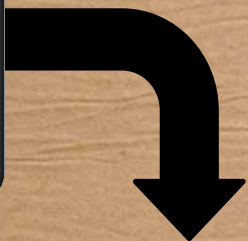
The Sustainable Purchasing Guidelines

Through action and advocacy, New Belgium strives to be a sustainable business role model, and we prefer vendors who are doing the same. The world is beginning to expect that providers of goods and services be accountable for the impact of sourcing, making, and selling their products. So, not only is sustainable procurement the ethical thing to do, it is strategically advantageous as well. We look to partner with companies who:

1. Measure and minimize the environmental footprint of their operations and products by looking at transportation, packaging, waste, energy, toxic substances, water, and CO2 emissions.
2. Create a high-involvement corporate culture which values and rewards everyone's contributions.
3. Have a management system which demonstrates environmental commitment by setting goals and regular reporting.
4. Are working with others to improve the sustainability of their industry.

Life Cycle Assessment:

Measuring the Carbon Footprint of a 6-pack of Fat Tire



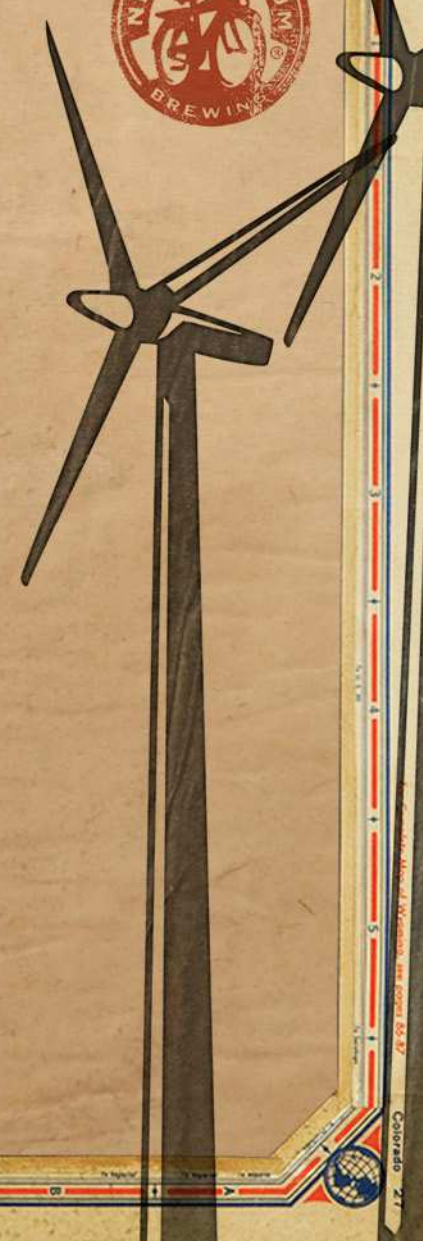
NEW BELGIUM® *Wind Powered & Employee Owned*

What is a “Carbon Footprint”?

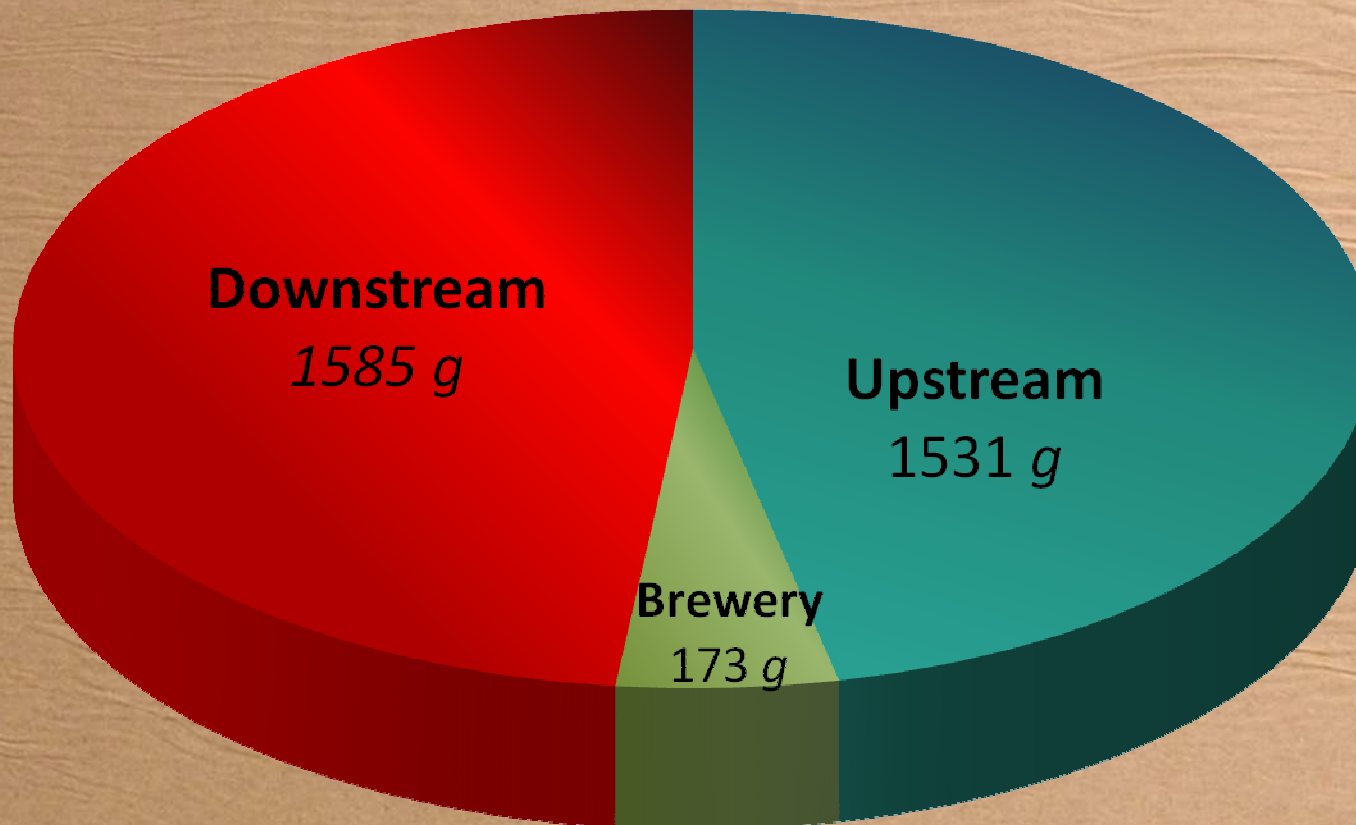
The total amount of GHGs
emitted across the life cycle
of a product.

*The carbon footprint of 1 six-pack of
Fat Tire, in 2006, was*

3289g CO₂e.



Carbon Footprint for 6pk of Fat Tire =
3,289 grams CO₂e



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employees owned company

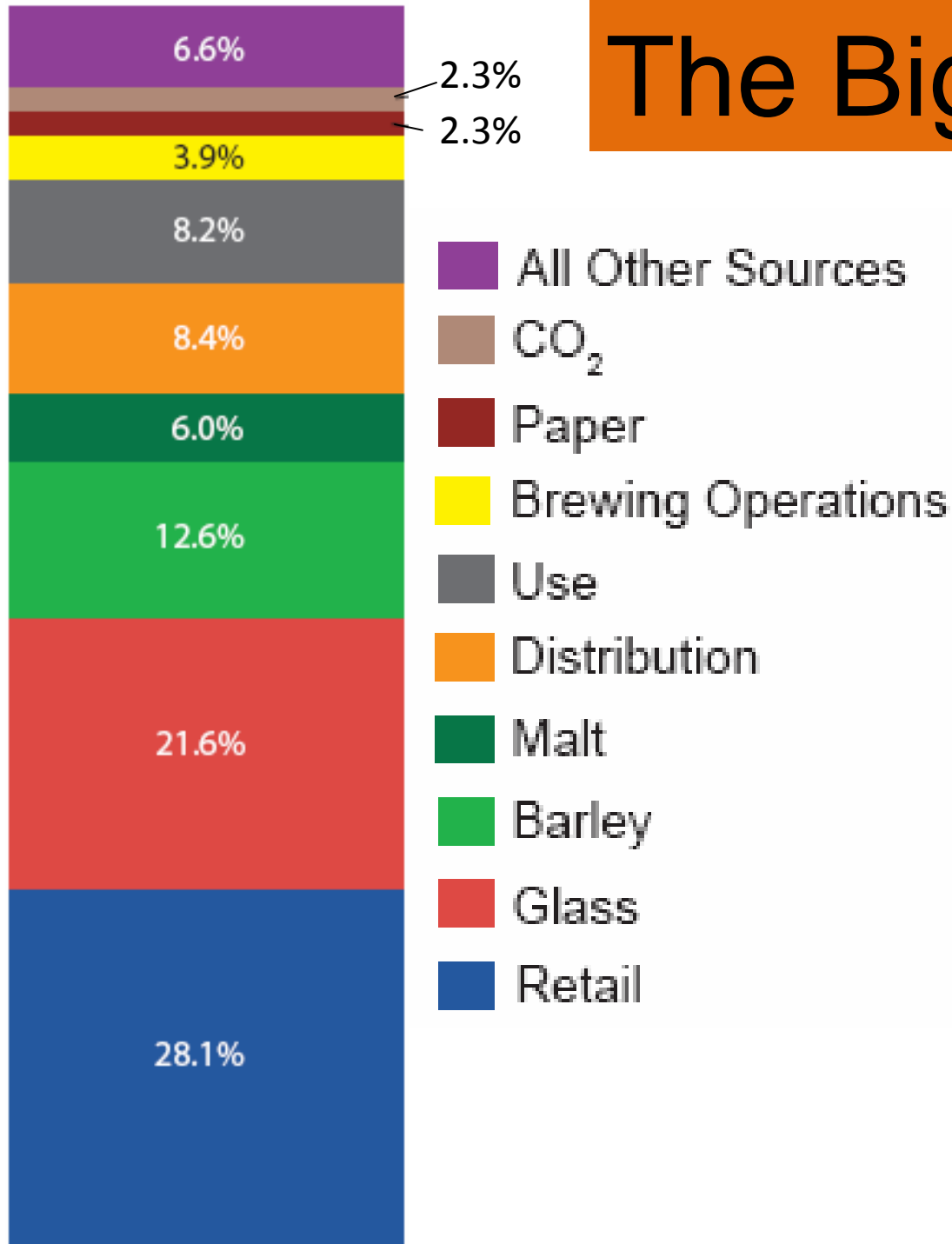
on site water treatment

Fort Collins, Colorado

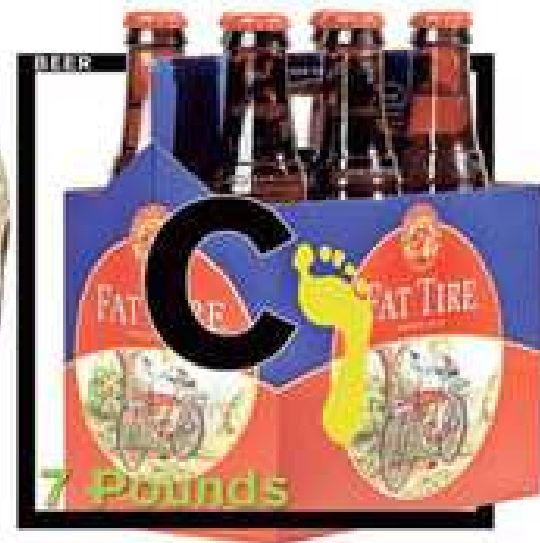
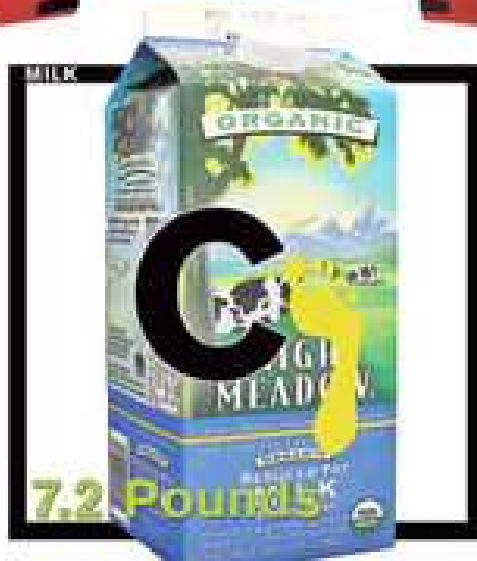
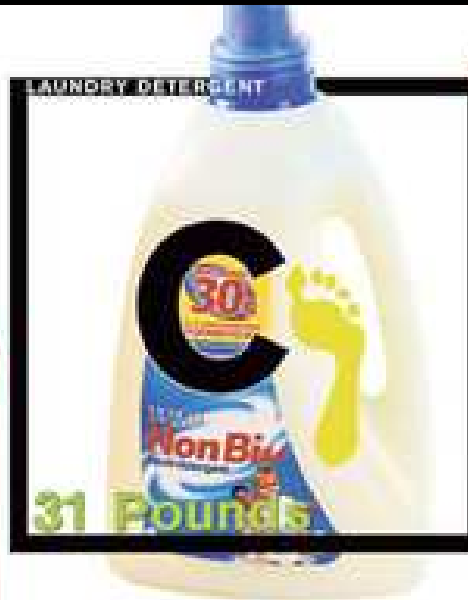
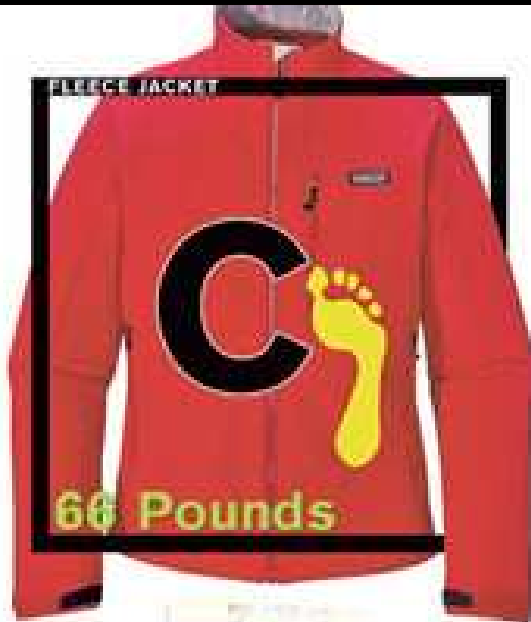
we depend on our locals



The Big Picture



How does Fat Tire Compare?





sustainable business
role model

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